WHEREAS, Montgomery Ward & Co. has for 100 years contributed to the growth and progress of American commerce through sound business principles; and,

WHEREAS, Montgomery Ward & Co. pioneered in 1872 the first mail order business in the world; and,

WHEREAS, Montgornery Ward & Co. has set an exemplary example of continuous outstanding customer service through its "Satisfaction Guaranteed or Your Money Back" policy instituted in 1875:

NOW, THEREFORE, I, RICHARD F. KNEIP, Governor of the State of South Dakota, call upon all South Dakota citizens to recognize Montgomery Ward & Co. for serving the needs and wants of American consumers for 100 years and honor the management and employees of Montgomery Ward & Co. on its 100th anniversary.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of the State of South Dakota in Pierre, the Capital City, this 12th day of January in the Year of Our Lord, Nineteen Hundred and Seventy-two-

RICHARD F. KNEIP, GOVERNOR

ATTEST:

ALMA LARSON, SECRETARY OF STATE